

(A part tender form)



Foresight Marketing Co.,Ltd.

Registered address : The Towers Daiba 1114, 2-2-2 Daiba, Minato-ku, Tokyo 135-0091

Contact : Tel:+81-3-6661-2045. Fax:+81-3-6661-2056, Mail:s-noto@ra2.so-net.

Legal Affiard Bureau, Registration code : 0104-01-085705

(Legal form, headquarters address, contact information of the legal entity, name of the register where data about the supplier are accumulated and stored, code of the legal entity, value added tax payer code when a legal person is a value added tax payer)

**To the State Department of Tourism
under the Ministry of Economy**

**TENDER
IMPLEMENTATION OF INTEGRATED MARKETING MEASURES IN JAPAN**

PART A. TECHNICAL INFORMATION AND SUPPLIER'S DATA

11 July,2016 No. _____

Tokyo

Name of the Supplier / <i>if a group of legal entities is taking part, names of all participants are to be entered/</i>	Foresight Marketing Co.,Ltd.
Supplier's address / <i>If a group of legal entities is taking part, addresses of all participants are to be entered/</i>	Registered address: The Towers Daiba 1114, 2-2-2 Daiba, Minato-ku, Tokyo 135-0091 Office address: FROM EAST TOKYO 5F, 3-9-11 Hihashi Nihonbashi, Chu-ku, Tokyo 103-0004
Name and surname of the person, responsible for the Proposal	Shigeyoshi Noto
Phone No.	+81-3-6661-2045
Fax No.	+81-3-6661-2056
E-mail address	s-noto@ra2.so-net.ne.jp

1. We hereby certify that we agree with any and all procurement terms, established in:
- 1) announcement of the open tender, published in the manner prescribed by the Law on Public Procurement of the Republic of Lithuania;
 - 2) open tender procedure conditions;
 - 3) other procurement documents (clarifications and supplements).

2. In view of the Conditions of Open Procurement Procedure, we hereby present our Tender, consisting of two parts, submitted in separate envelopes. This part contains technical information as well as information of our preparation to perform the procurement contract to be concluded.

We hereby offer the following Services:

Procurement part No.	Services name
1	2

1	The services of implementation of integrated marketing measures in the Japan
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3. Services offered fully comply with the requirements of the contract documents and properties of the services are set below:

Integrated marketing measure	Detailed description of the integrated marketing measure	Target service provision result (quantitative and/or qualitative unit of measure)	
		Periodically in stages: (I) 1-12 months, (II) 13-24 months.	Throughout the entire Service provision period including stage (III) 25-34 months; total 34 months.
1. Electronic marketing (e-marketing)	<p>1.1. Increasing visitation and recognition of objects of cultural and natural heritage of Lithuania and popularity of tourism products covering natural and cultural resources of Lithuania on social networking websites. To create and continuously administer an account designated for the Japanese market on social networking websites (<i>Facebook</i>, <i>Twitter</i> or other equivalent). The Supplier must ensure the support of the created account and development of communication (writing posts) therein in the Japanese language. To maintain the activity of the account on <i>Facebook</i>, <i>Twitter</i> or other equivalent social networking websites and increase the number of followers, communicate in the Japanese language by posting messages, news, visual/video information. Texts must be grammatically correct and correspond to communication style and tone of the target audience. The content, style and design of the posts must be unified and approved by the Contracting Authority (hereinafter – the CA), without violating the copyrights of any third parties. When preparing message content, information from Lithuania’s informational portals and websites designated for tourism, sources of the CA and other information sources in English must be followed and used. Examples include:</p> <ul style="list-style-type: none"> • www.facebook.com/LikeLithuaniaLT; • http://issuu.com/goodmoodtravel/docs/good_mood_travel_magazine_autumn_2011; • www.lithuaniatribune.com/category/economy-2/tourism/; • www.madeinvilnius.com; • www.welovelithuania.com, etc. 	<p>At least 120 messages/posts (10 posts per month) posted to the accounts on one social networking website (<i>Facebook</i>, <i>Twitter</i> or other equivalent). Implemented advertising of at least 12 posts (1 post per month).</p>	<p>Number of account fans present in the accounts on social networking websites at the beginning of the Project increased by at least 5 000 new fans (across all social networks); at least 340 posts posted.</p>

<p>Communication must be maintained with TIC of cities of Lithuania and institutions administering objects of cultural and natural heritage. Communication should be associated with posts in <i>Likeable Lithuania</i> accounts on the social networking websites <i>Instagram</i>, and <i>Youtube</i> (or other social networks which would emerge in the course of the Project).</p> <p>Reader comments requiring response and private messages must be answered no later than within one working day.</p> <p>The Supplier shall at its own expense promote posts on <i>social networking website</i>. At least 1 post shall be promoted per month. One promoted post must reach at least 1000 users selected by target segments (age, income, hobbies, place of residence, etc.).</p>		
<p>1.2. To develop and, upon the approval with the CA, implement campaigns in the existing Lithuania's account on social networking website, inviting users to get involved and, by sharing experiences, create content related to objects of natural and cultural heritage of Lithuania, (for example, #visitlithuania, #holidayinLithuania, #tastelithuania). Good foreign examples are <i>Visit Portugal 'Share your Story'</i> and Irish campaign https://winteriscoming.net/2015/12/18/tourism-ireland-wins-marketing-award-for-game-of-thrones-campaign. Campaign winners must be selected and awarded established prizes (original, authentic Lithuanian souvenirs approved with the CA). Quotes of most interesting and original user posts about Lithuania, which the CA could use in its communication, shall be selected and presented to the CA. Upon emergence of new trends, new tools or products in social networks in the course of the project, alternatives of a similar scope for these campaigns shall be proposed and, upon the approval with the CA, they shall be implemented.</p>	<p>At least 1 campaign implemented on <i>social networking website</i>.</p>	<p>Implementation of at least 3 campaigns.</p>
<p>1.3. Translation of the main information about Lithuania and its tourism resources (including cultural and natural heritage, etc.) located on the official Lithuanian tourism website www.Lithuania.travel into the Japanese language and its administration (adding information in Japanese language).</p>	<p>At least 5 A4 format pages translated into the Japanese language.</p>	<p>At least 13 A4 format pages translated into the Japanese language.</p>
<p>1.4. Preparation of newsletters in Japanese for individual segments for each reporting period and their distribution using available databases (information is taken from Lithuanian information portals and portals designated for tourism, sources of</p>	<p>At least 4 newsletters drawn up and distributed using the available contacts base consisting of at least 300 contacts.</p>	<p>At least 11 newsletters drawn up and distributed.</p>

	<p>information of the CA and other information sources, such as:</p> <ul style="list-style-type: none"> • www.facebook.com/LikeLithuaniaLT; • http://issuu.com/goodmoodtravel/docs/good_mood_travel_magazine_autumn_2011; • www.lithuaniatribune.com/category/economy-2/tourism/; • www.madeinvilnius.com; • www.welovelithuania.com etc., • and TIC of Lithuanian cities, etc.). <p>The newsletter must present information on priority tourism products covering objects of natural and cultural heritage of Lithuania as well as innovations and events related thereto. Newsletter content shall be approved by the CA.</p>		
2. Cooperation with the media and public relations	2.1. Cooperation with media representatives, presentation of information and response to inquiries.	At least 20 inquiries answered.	At least 50 inquiries answered.
	2.2. Preparation of press releases and their distribution according to the available media contacts base. Topics and final press release layout to be approved by the CA.	At least 4 press releases prepared and distributed according to the available contacts base (at least 300 contacts).	At least 12 press releases prepared and distributed.
	2.3. Selection of Japanese media representatives writing about travelling, culture or lifestyle, producing and hosting radio and TV shows, as well as bloggers, and offering them for CA's individual or group sightseeing tours in Lithuania. The tours shall cover cities and regions of Lithuania and encourage Japanese media representatives to focus on objects of natural and cultural heritage in their articles and reports. The CA shall arrange the tours and cover expenses. Candidates shall be approved by the CA. After the tours, the Supplier shall present articles, videos, etc. of visiting journalists.	At least 5 media representatives offered.	At least 15 media representatives offered.
	2.4. Monitoring of articles about Lithuania published in Japanese media: structured review indicating topics, publicity channels, monetary value, etc., also enclosing articles.	Payment upon presentation	Presented article monitoring reports for each reporting period (at least 8).
3. Presentation of objects of cultural and natural heritage and resources of Lithuania in international and regional thematic	3.1. Participation in the international tourism exhibition JATA EXPO in Tokyo in September with a Lithuanian stand (standard plus, at least 9 sq. m) to present the country via objects of cultural and natural heritage. The Supplier must rent some exhibition area for the stand (the specific location shall be approved by the CA) and organise the delivery (from Lithuania) of information material and image stand design implements	Participated in 2 international tourism exhibitions JATA EXPO.	Participated in 3 international tourism exhibitions JATA EXPO.

Lithuania and Japan, or participation therein	event, and, if necessary, cover other expenses which may result from organising series of events to promote tourism.		
	4.2. Participation in (or assistance in organizing) events in the Embassy of the Republic of Lithuania in Japan, introducing Lithuanian tourism possibilities and emphasizing objects of cultural and natural heritage. For participation in events, the Service Provider shall prepare a presentation (if event format so allows) for a respective audience based on the topic of the event and fact sheets on Lithuania to event participants; distribute souvenirs; organise refreshments for the event participants, and, if necessary, cover other expenses which may result from organising the event.	Participation in at least 1 event.	Participation in at least 3 events.
5. Tourism market overview	5.1. Preparation of two overviews of the outbound tourism market of Japan (in the English language) during different periods of the Project. The content and time of preparation shall be approved by the CA. The overview shall briefly (up to 1 page) describe the economic situation (key indicators) of the country, also presenting the main quantitative and qualitative outbound tourism indicators (including to Lithuania, Latvia and Estonia), analysing key outbound tourism trends, changes in tourist behaviour and other observations, which would be beneficial in the organization of activities in order to increase inbound tourist flows from Japan. The overview shall also cover the review of promotional tourism campaigns of the neighbouring countries (Latvia, Estonia and Poland) in the Japanese market and travel offers of Japanese travel agencies and tour operators to Lithuania (KO/KA list, summary and change at the end of the project). Presentation of insights and offers for increasing efficiency of marketing measures in Japan would be desirable. The scope of one overview should range from 3 to 7 A4 text pages.	Prepared 1 market overview.	2 Japanese outbound tourism market overviews prepared.
6. Cooperation with representatives in the tourism area (from Japan and Lithuania) introducing objects of natural and cultural heritage of Lithuania	6.1. Search of new contacts in the tourism area and maintenance of the existing contacts, also consultations provided to them with the aim to present objects of natural and cultural heritage of Lithuania. Individual meetings in the headquarters of the agency, meetings during various events and exhibitions as well as communication via other channels of communication (by phone or e-mail) must be planned and implemented.	Provision of consultations to 12 representatives of the Japanese tourism area.	Provision of consultations to 34 representatives of the Japanese tourism area.
	6.2. Selection of Japanese tourism specialists for sightseeing tours presenting objects of natural and cultural heritage in Lithuania for	1 group consisting of 5 Japanese tourism specialists proposed and	3 groups consisting of a total of 15

**To be completed if supplier intends to hire specialists for contract fulfillment but at the time of proposal submission these specialists are not the supplier's or his sub-supplier's stuff, but in case of winning they will be employed.*

7. The Tender also contains confidential information* :

No.	Title of the provided document
1.	Service recipient certification from Visit Finland
2.	CV's
...	

**To be completed in case of provision of confidential information. The Supplier cannot indicate that confidential information is the total price of Tender or that the entire Tender is confidential.*

The winning proposal will be announced publicly except the information and documents provided in the following table of the confidential information.

8. By submitting the Tender the Supplier agrees to the Conditions of Open Procurement Procedure and confirms that the information provided in his Tender is correct and covers everything that is needed for a proper performance of the contract.

9. The Tender is valid until the date specified in contract documents.

Managing Director

(Title of the position of the
supplier or authorized person)



(Signature)

Shigeyoshi Noto

(Name and surname)

Note: By completing this form the Supplier must provide all the above-requested information. If supplier crosses out any provisions in the present form, his Proposal will be rejected, the exception valid for Paragraphs 5-7. What regards Paragraphs 5-7 supplier is free either to omit them or cross them out. If supplier omits or crosses out Paragraphs 5-7, it will be considered that he will hire no sub-supplier (sub-suppliers), will hire no specialists, for contract fulfillment/provided no confidential information in the Tender.



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**To the State Department of Tourism
under the Ministry of Economy**

OATH OF DECLARATION

15/07/2016 No.

Tokyo

I, Managing Director, Shigeyoshi Noto **hereby certify that,**

1. I, Shigeyoshi Noto, qualified to make transactions on behalf of the legal entity and Foresight Marketing Co.,Ltd.

Accountant Kazunori Ota, qualified to prepare and sign the supplier's accounting documents, have no conviction which is not expired or expunged.

2. Under my management or representation Foresight Marketing Co.,Ltd. in the past five years has not been convicted by final judgement of participation in organisation or management of a criminal organization, corruption, corruption through an intermediary, bribery, fraud, the use of a credit, loan or specific purpose aid otherwise than for the intended purpose or in the established procedure, credit fraud, non-payment of taxes, submission of misleading data about income, profit or assets, failure to submit a declaration, report or other document, legalization of cash or property obtained through criminal conduct.

No conviction concerning the Foresight Marketing Co.,Ltd. from other countries was made by final judgment of criminal activities defined in the EU legislation listed in Article 45 (1) of Directive 2004/18/EC of the European Parliament and of the Council of 31 March 2004 on the coordination of procedures for the award of public works contracts, public supply contracts and public services contracts.

Managing Director

*(Position of the person who
completed the Declaration)*


(Signature)

Shigeyoshi Noto

(Name and surname)



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To the State Department of Tourism
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OATH OF DECLARATION

15/07/2016 No.

Tokyo

I, Managing Director, Shigeyoshi Noto hereby certify that I do not have existent or unrepealed criminal record for fraudulent bankruptcy.

Managing Director

*(Position of the person who
completed the Declaration)*

(Signature)

Shigeyoshi Noto

(Name and surname)





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**To the State Department of Tourism
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SUPPLIER'S DECLARATION

15/07/2016 No.

Tokyo

I, Managing Director, Shigeyoshi Noto **hereby certify that, I have** the majority of votes in the meeting of shareholders of the legal person.

Managing Director

*(Position of the person who
completed the Declaration)*

(Signature)

Shigeyoshi Noto

(Name and surname)





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To the State Department of Tourism
under the Ministry of Economy

OATH OF DECLARATION

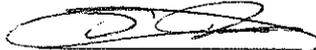
15/07/2016 No.

Tokyo

I, Managing Director, Shigeyoshi Noto **hereby certify that**, under my management Foresight Marketing Co.,Ltd. has fulfilled his obligations related to the payment of taxes, including social insurance contributions, according to the requirements of the country of registration.

Managing Director

*(Position of the person who
completed the Declaration)*


(Signature)

Shigeyoshi Noto

(Name and surname)





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**To the State Department of Tourism
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SUPPLIER'S DECLARATION

15/07/2016 No.

Tokyo

I, Managing Director, Shigeyoshi Noto **hereby declare that**,
Foresight Marketing Co., Ltd. declares tax at the end of fiscal year (December) and pays it until the
middle of March. Social insurance is automatically withdrawn from company bank account by Japan
Pension Service in the end of the month.

Managing Director

*(Position of the person who
completed the Declaration)*

(Signature)

Shigeyoshi Noto

(Name and surname)





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To the State Department of Tourism
under the Ministry of Economy

SUPPLIER'S DECLARATION

15/07/2016 No.

Tokyo

I, Managing Director, Shigeyoshi Noto **hereby declare that**, Foresight Marketing Co., Ltd. provided services in the area of marketing tourism of the following marketing measures to Visit Finland from 01 January,2010 : electronic marketing, advertising campaigns, fulfilled joint activities with tourism media and tourism representatives (e.g. press conferences, familiarization tours, etc.), presentation of a country, region, city or other geographical unit during international tourism exhibitions, participation and organization of promotional tourism event.

Managing Director

(Position of the person who completed the Declaration)

(Signature)

Shigeyoshi Noto

(Name and surname)



(Form of the declaration of compliance with the minimum qualification requirements)



Foresight Marketing Co.,Ltd. (Resistration code : 0104-01-085705)
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**To the State Department of Tourism
under the Ministry of Economy**

**DECLARATION OF COMPLIANCE WITH THE MINIMUM QUALIFICATION
REQUIREMENTS**

11 July,2016 No. _____
(date)

I, Managing Director, Shigeyoshi Noto ,
hereby confirm that qualification data of

Foresight Marketing Co.,Ltd. , which I manage (represent),
participating in the public procurement procedures

IMPLEMENTATION OF INTEGRATED MARKETING MEASURES IN JAPAN,

meet all the qualification requirements listed in the contract documents. I hereby assure that in case of winning, all the documents necessary to certify the qualification will be presented within the period of time set by the Contracting Authority from the day of the notification of the possible winning.

I, Foresight Marketing Co., Ltd., am aware that
should the Contracting Authority determine that my presented qualification data do not meet the requirements set in the contract documents, are incorrect and/or have been submitted later than requested by the Contracting Authority, my tender shall be rejected.

Managing Director
(position of the person having
produced the declaration)




(Signature)

Shigeyoshi Noto
(Name and surname)



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**To the State Department of Tourism
under the Ministry of Economy**

SUPPLIER'S DECLARATION

15/07/2016 No.

Tokyo

I, Managing Director, Shigeyoshi Noto **hereby declare that**, registered and office address of Foresight Marketing Co., Ltd. are as followed. Both addresses are located in the city center of Tokyo, capital of Japan.

Registered address

The Towers Daiba 1114, 2-2-2 Daiba, Minato-ku, Tokyo 135-0091

Office address

FROM EAST TOKYO 5F, 3-9-11 Higashi Nihonbashi, Chuo-ku, Tokyo 103-0004

Managing Director

*(Position of the person who
completed the Declaration)*



(Signature)

Shigeyoshi Noto

(Name and surname)

LIST OF CONTRACTS

We provide the information about the contracts:

Article 3.2 Table 2 Point 1 to the tender conditions	
Object of the contract	Visit Finland-Representative in Japan
Date of the contract	Period 1: 01 January,2010 Period 2: 01 January,2016
Date of contract realization	Period 1: 01 January, 2010-31 December, 2015 Period 2: 01 January,2016-31 December,2017
Short description of the Services provided by the Supplier	For this contract we have been providing marketing activities that includes fulfilled joint activities with tourism media and tourism representatives (e.g. press conferences, familiarization tours), electronic marketing, advertising campaigns, presentation of a Finland, Helsinki city during international tourism exhibitions such as Tourism Expo in Tokyo, Kansai International airport travel festival in Osaka, organization and participation in Tourism Seminars for promoting Finland in Japan.
Service recipients	Period 1: Visit Finland Period 2: Finpro oy, Visit Finland
Value of the fulfilled/current contract, EUR incl. VAT	Period 1: 600,000 Euros (more than 80,000 Euros each year) Period 2: 200,000 Euros (more than 80,000 Euros each year)
Name, address, phone number, name and surname of the representative of the contractor	Period 1 and Period 2: Ms. Anne Lind Acting Director, Head of Marketing Finpro Oy – Visit Finland Porkkalankatu 1, P.O.Box 358 FI-00181 Helsinki Tel +358 (0) 29 4695664, +358 (0)40 5704335 anne.lind@visitfinland.com
Article 3.2 Table 2 Point 2 to the tender conditions	
Object of the contract	Visit Finland-Representative in Japan
Date of the contract	Period 1: 01 January,2010 Period 2: 01 January,2016

Date of contract realization	Period 1: 01 January, 2010-31 December, 2015 Period 2: 01 January, 2016-31 December, 2017
Short description of the Services provided by the Supplier	For this contract we have been providing marketing activities that includes fulfilled joint activities with tourism media and tourism representatives (e.g. press conferences, familiarization tours), electronic marketing, advertising campaigns, presentation of a Finland, Helsinki city during international tourism exhibitions such as Tourism Expo in Tokyo, Kansai International airport travel festival in Osaka, organization and participation in Tourism Seminars for promoting Finland in Japan.
Service recipients	Period 1: Visit Finland Period 2: Finpro oy, Visit Finland
Value of the fulfilled contract, EUR incl. VAT	Period 1: 600,000 Euros (more than 80,000 Euros each year) Period 2: 200,000 Euros (more than 80,000 Euros each year)
Name, address, phone number, name and surname of the representative of the contractor	Period 1 and Period 2: Ms. Anne Lind Acting Director, Head of Marketing Finpro Oy – Visit Finland Porkkalankatu 1, P.O.Box 358 FI-00181 Helsinki Tel +358 (0) 29 4695664, +358 (0)40 5704335 anne.lind@visitfinland.com

Managing Director

(Position of the Supplier or its authorized person)



(Signature)

Shigeyoshi Noto

(Name and Surname)

List of specialists

We provide the information regarding the project manager and specialists we currently have at our office. For further details, please find enclosed CVs.

Project Manager	Shigeyoshi Noto Project manager
Specialist	Akiko Shiga Specialist for tourism marketing
Specialist	Akane Masaoka Specialist for public relation

Managing Director

*(Position of the person who completed
the Declaration)*



(Signature)

Shigeyoshi Noto

(Name and surname)

